

This listing of claims will replace all prior versions,  
and listings, of claims in the application:

1 Claim 1 (currently amended): A computer-implemented method  
2 comprising:

3 a) accepting, from an ad server and by a computer  
4 system including one or more computers on a network,  
5 ~~[[ad document]]~~ information of an ad which includes  
6 ~~[[including]]~~ ad content ~~[[from an ad server]]~~;

7 b) using, by the computer system, at least one of  
8 terms, concepts and categories from the content of the  
9 ad ~~[[document information]]~~ to determine relevant  
10 content, from a content server, in addition to content  
11 of the ad ~~[[document]]~~, wherein the determined  
12 relevant content is one of (A) a news story, (B) a  
13 review, or (C) ~~[[a search query, and (D)]]~~ a user  
14 group message; and

15 c) combining, by the computer system, at least a  
16 portion of content of the ad ~~[[document]]~~, from the ad  
17 server, and at least a portion of the determined  
18 relevant content, from the content server, for  
19 presentation to a user together with page content,

20 ~~[[wherein the ad document is at least one ad,~~  
21 ~~and]]~~

22 wherein the page content is (A) not directly used  
23 to determine the determined relevant content and (B)  
24 different than the content of the ad.

1 Claim 2 (currently amended): The computer-implemented  
2 method of claim 1 wherein the ~~[[at least one]]~~ ad is for a  
3 product and wherein the determined relevant content is a  
4 review for the product.

1 Claim 3 (currently amended): The computer-implemented  
2 method of claim 1 wherein the ~~[[at least one]]~~ ad is for a  
3 service and wherein the determined relevant content is a  
4 review for the service.

1 Claim 4 (currently amended): The computer-implemented  
2 method of claim 1 wherein the ~~[[at least one]]~~ ad is for a  
3 product or service and wherein the determined relevant  
4 content is a news story about the product or service.

1 Claim 5 (currently amended): The computer-implemented  
2 method of claim 1 wherein the determined relevant content  
3 ~~[[is]]~~ further includes a search query related to the  
4 content of the ad ~~[[document]]~~.

1 Claim 6 (currently amended): The computer-implemented  
2 method of claim 1 wherein the determined relevant content  
3 is a message from a user group.

1 Claim 7 (currently amended): A computer-implemented method  
2 comprising:  
3 a) accepting, by a computer system including one or  
4 more computers on a network, document content  
5 information;  
6 b) using, by the computer system, at least one of  
7 terms, concepts and categories of the document content  
8 information to determine relevant content in addition  
9 to content of the document, wherein the determined  
10 relevant content is one of (A) a news story, (B) a  
11 review, (C) a search query, ~~[[and]]~~ or (D) a user  
12 group message;

13 c) using, by the computer system, the determined  
14 relevant content, determining further content, wherein  
15 the further determined content is at least one ad,  
16 received from an ad server, relevant to the determined  
17 relevant content; and  
18 d) combining, by the computer system, at least a  
19 portion of content of the document, at least a portion  
20 of the determined relevant content, and at least a  
21 portion of the determined further content for  
22 presentation to a user.

Claim 8 (canceled)

1 Claim 9 (currently amended): Apparatus comprising:  
2 a) at least one processor; and  
3 b) at least one storage device storing  
4 processor-executable instructions which, when executed  
5 by the at least one processor, perform a method  
6 including  
7 1) accepting ~~[[ad document]]~~ information of an ad  
8 which includes ~~[[including]]~~ ad content ~~[[from an~~  
9 ~~ad server]]~~,  
10 2) determining relevant content, from a content  
11 server, in addition to content of the ad  
12 ~~[[document]]~~ using at least one of terms,  
13 concepts and categories from the content of the  
14 ad ~~[[document information]]~~, wherein the  
15 determined relevant content is one of (A) a news  
16 story, (B) a review, or (C) ~~[[a search query, and~~  
17 ~~(D)]]~~ a user group message, and  
18 3) combining at least a portion of content of the  
19 ad ~~[[document]]~~, from the ad server, and at least

20 a portion of the determined relevant content,  
21 from the content server, for presentation to a  
22 user together with page content,  
23 ~~[[wherein the ad document is at least one ad,~~  
24 ~~and]]~~  
25 wherein the page content is (A) not directly  
26 used to determine the determined relevant content and  
27 (B) different than the content of the ad.

1 Claim 10 (currently amended): The apparatus of claim 9  
2 wherein the ~~[[at least one]]~~ ad is for a product and  
3 wherein the determined relevant content is a review for the  
4 product.

1 Claim 11 (currently amended): The apparatus of claim 9  
2 wherein the ~~[[at least one]]~~ ad is for a service and  
3 wherein the determined relevant content is a review for the  
4 service.

1 Claim 12 (currently amended): The apparatus of claim 9  
2 wherein the ~~[[at least one]]~~ ad is for a product or service  
3 and wherein the determined relevant content is a news story  
4 about the product or service.

1 Claim 13 (currently amended): The apparatus of claim 9  
2 wherein the determined relevant content ~~[[is]]~~ further  
3 includes a search query related to the content of the ad  
4 [[document]].

1 Claim 14 (currently amended): The apparatus of claim 9  
2 wherein the determined relevant content is a message from a  
3 user group.

1 Claim 15 (currently amended): Apparatus comprising:

2 a) at least one processor; and  
3 b) at least one storage device storing  
4 processor-executable instructions which, when executed  
5 by the at least one processor, perform a method  
6 including

- 7 1) accepting document content information,  
8 2) determining relevant content in addition to  
9 content of the document using at least one of  
10 terms, concepts and categories of the document  
11 content information, wherein the determined  
12 relevant content is one of (A) a news story, (B)  
13 a review, (C) a search query, ~~[[and]]~~ or (D) a  
14 user group message,  
15 3) determining further content using the  
16 determined relevant content, wherein the further  
17 determined content is at least one ad, received  
18 from an ad server, relevant to the determined  
19 relevant content, and  
20 4) combining at least a portion of content of the  
21 document, at least a portion of the determined  
22 content, and at least a portion of the determined  
23 further content for presentation to a user.

Claim 16 (canceled)

1 Claim 17 (previously presented): The computer-implemented  
2 method of claim 2, wherein the acts of (b) using at least  
3 one of terms, concepts and categories from the content of  
4 the ad ~~[[document information]]~~ to determine relevant  
5 content in addition to content of the ad ~~[[document]]~~, and  
6 (c) combining at least a portion of content of the ad

7   [[~~document~~]] and at least a portion of the determined  
8   content for presentation to a user together with page  
9   content, are performed automatically by a machine executing  
10  machine-executable instructions.

1   Claim 18 (previously presented): The computer-implemented  
2   method of claim 3, wherein the acts of (b) using at least  
3   one of terms, concepts and categories from the content of  
4   the ad [[~~document~~ information]] to determine relevant  
5   content in addition to content of the ad [[~~document~~]], and  
6   (c) combining at least a portion of content of the ad  
7   [[~~document~~]] and at least a portion of the determined  
8   content for presentation to a user together with page  
9   content, are performed automatically by a machine executing  
10  machine-executable instructions.

1   Claim 19 (previously presented): The computer-implemented  
2   method of claim 4, wherein the acts of (b) using at least  
3   one of terms, concepts and categories from the content of  
4   the ad [[~~document~~ information]] to determine relevant  
5   content in addition to content of the ad [[~~document~~]], and  
6   (c) combining at least a portion of content of the ad  
7   [[~~document~~]] and at least a portion of the determined  
8   content for presentation to a user together with page  
9   content, are performed automatically by a machine executing  
10  machine-executable instructions.

1   Claim 20 (previously presented): The computer-implemented  
2   method of claim 7, wherein the acts of (b) using at least  
3   one of terms, concepts and categories of the document  
4   content information to determine relevant content in  
5   addition to content of the document, (c) using the

6 determined relevant content, determining further content,  
7 and (d) combining at least a portion of content of the  
8 document, at least a portion of the determined content, and  
9 at least a portion of the determined further content for  
10 presentation to a user, are performed automatically by a  
11 machine executing machine-executable instructions.

1 Claim 21 (new): The computer-implemented method of claim  
2 7, wherein the at least a portion of content of the  
3 document, the at least a portion of the determined relevant  
4 content, and the at least a portion of the determined  
5 further content are combined as part of a single Web page.

1 Claim 22 (new): The apparatus of claim 15, wherein the at  
2 least a portion of content of the document, the at least a  
3 portion of the determined relevant content, and the at  
4 least a portion of the determined further content are  
5 combined as part of a single Web page.